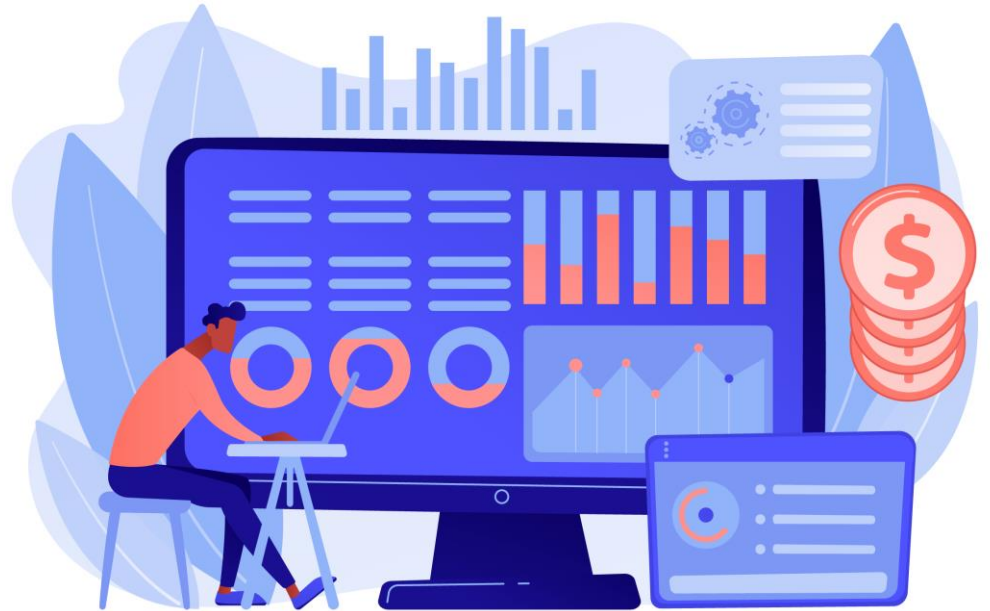


# Rockbuster Movie Rental Analysis

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# Setting the scene

## Challenge

High competition from streaming services such as Netflix and Amazon Prime

01



02

## Aim

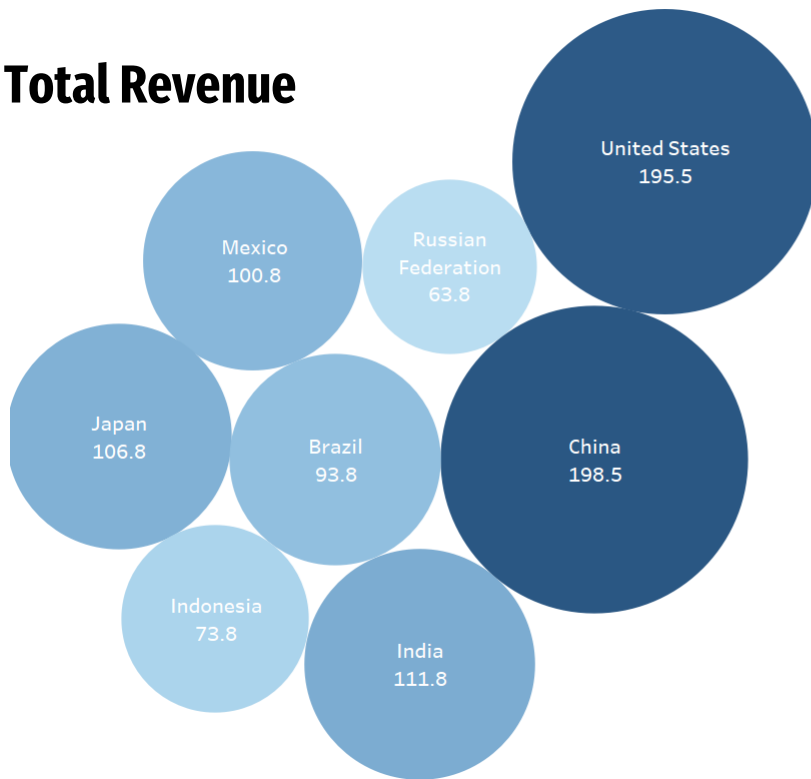
To show where Rockbuster can be more competitive in rental services

# Regions Revenues Rank

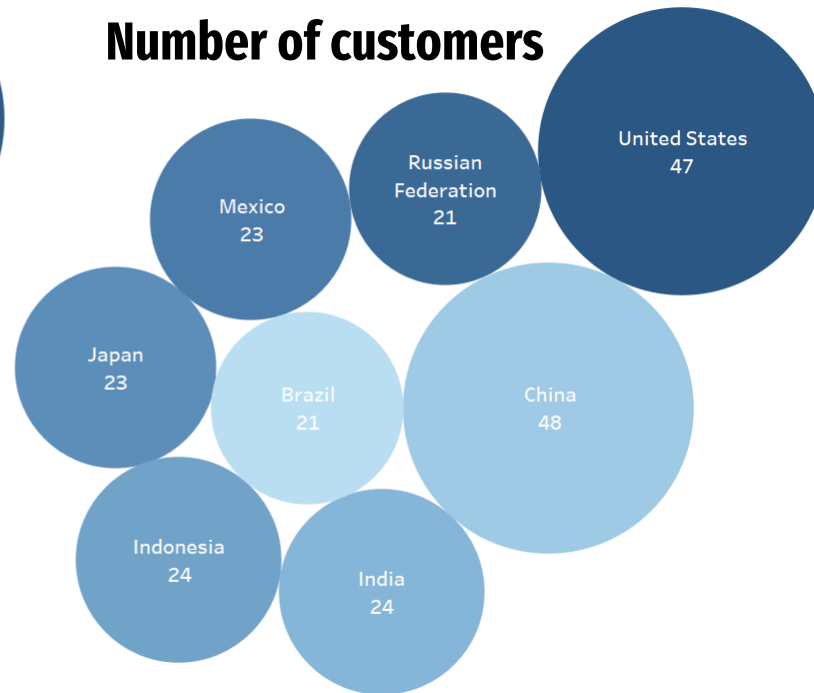


# Regions Revenues Rank

## Total Revenue



## Number of customers



# Rockbuster Top Charts

1

## Top Customers

Customer_id	Name	City	Country	Total Paid
225	Arlene Harvey	Ambattur	India	111.76
424	Kyle Spurlock	Shanwei	China	109.71
240	Marlene Welch	Iwaki	Japan	106.77
486	Glen Talbert	Acua	Mexico	100.77
537	Clinton Buford	Aurora	United States	98.76

5

## Rental Rate

Min 0.99  
Average 2.98  
Max 4.99

## Rental Days

Min 3  
Average 5  
Max 7

## Replacement Cost

Min 9.99  
Average 19.98  
Max 29.99

# Recommendations



01

## Target market

To start the pilot service in the **Top 5 markets**: China, USA and India, Japan and Mexico.



02

## Rewards

Reward the **top 5 customers** with a limited number of free rentals.



03

## Specialise

Create a subscription insurance model for frequent renters, where they can extend the grace period or rent at different times (Marketing Team)

# Sources

Modified template obtain in: <https://slidesgo.com/faqs>

<https://www.springboard.com/blog/data-analytics/business-analyst-vs-data-analyst/>